



# Ride Sober 2024

December  
2023

TV Concepts

A person wearing a leather jacket and riding a motorcycle is shown from a rear perspective. They are traveling on a two-lane road that stretches into the distance under a sunset sky. The sun is low on the horizon, creating a bright glow and long shadows. The motorcycle's rear light and suspension are visible in the lower right. A large white bracket is positioned on the left side of the image.

You Love To Ride

1

# You Love To Ride

TV :30

*Using a match-cut technique, we will cycle between several riders, on different styles of bikes performing the same action as our story unfolds.*

Open on a rider(s) leaving a bar, house party or other venue with a helmet in hand. He hops on his bike and rides into the night.

VO: **You love to ride...**

Cut to the profile of a biker; then, the camera will continually rotate around the rider. We see various angles of our rider as he attempts to ride home impaired.

**Sometimes alone and sometimes with friends.**

**You brave the elements** (pouring rain)

**dodge potholes** (swerves, camera move)

**and endure heavy traffic.** (cars in foreground and background)

**You know the rules...** (riders' faces showing they are impaired)

**Because you love to ride.**

**So, why did you let it come to this?** (law enforcement car/lights)

The camera is now in front of our rider. Cut to push/pull shot of a rider pulled over by an officer.

VO: **Because, when you really love to ride... you ride sober.**

Cut to end card: Ride Sober or Get Pulled Over.



A close-up photograph of a hand operating a mechanical lever, possibly a bicycle handlebar or a control lever. The image is overlaid with a semi-transparent blue filter. A large white number '2' is positioned on the left side of the image.

2

Twist of the Wrist



# 2

## Twist of the Wrist

TV :30

*We will depict our target having drinks in various locations like bars, homes and other venues where alcohol is typically consumed.*

Upbeat Pop-Punk music throughout.

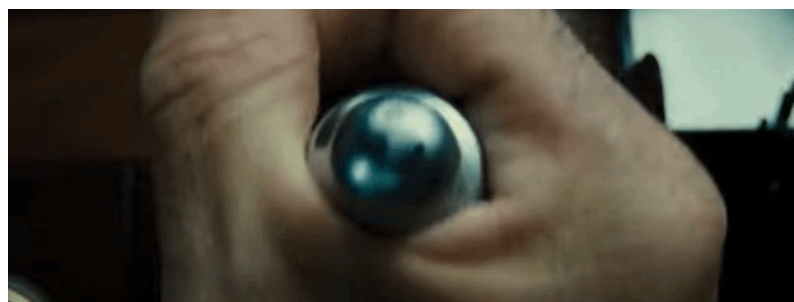
Open on a quick cut montage of scenes of our target as they put down an alcoholic beverage, kick start their bike, twist the throttle and get pulled over. Repeat.

Motion graphics, biker-style illustrations and kinetic type will be juxtaposed alongside our live action footage to reinforce the message.

Super: **If you bend the elbow**

Super: **Don't twist the wrist.**

Cut to end card: Ride Sober or Get Pulled Over.



A person wearing a dark, futuristic helmet with a visor and a textured, scale-like armor piece on their shoulder stands in profile. The background is a row of colorful townhouses (red, white, and grey) with multiple windows and black doors. A large, white, stylized number '3' is overlaid on the left side of the image, partially covering the person's helmet and the background.

3

# The Stride of Pride

# 3

## The Stride of Pride

TV :30

Open on a man leaving his building in the early morning. He is in full motorcycle leathers and wearing his helmet. He struts down the street, smiling, nodding and waving at curious onlookers—some wave back, but most look confused.

Narrator: **This is the story of a man who rode his bike to the bar and had a few drinks last night.**

**He made it home...without getting a DUI.**

A law enforcement officer spots our hero; their eyes meet, and they nod. Cut to our man walking up to his bike as we reveal the motorcycle is in the parking lot of a bar.

Narrator: **He made it home without getting a DUI...because he didn't ride home.**

GFX over Picture: Ride Sober or Get Pulled Over.

